

Keith-O'Brien's Big Round Up Clearance Sale Under Headway!



Overtaken By a Blizzard While Riding the Plains!

The very thought chills the heart. An actual experience makes the bravest tremble. Miles from the ranch. Overhead are sullen, gray clouds; an ominous stillness yields to gusts of wind from the bleak north --winds increasing with every moment, the last gusts bringing scurrying snowflakes -- so gentle in their first falling that the rider would welcome their downy presence were they not the dreadful harbingers of the blizzard. The wind rises to the fury of a gale; the snow sweeps the plains, beating alike on man and steed; huge drifts block the way; the air grows fiercely cold, benumbing, even blinding the horse as he staggers onward. No man could keep his course in such weather. Hours later, led by natural, unerring impulse, the horse stops at the ranch house.

Dumb instinct brevails over human intelligence.

Ribbons Greatly Reduced

Ready made ribbon sashes, as worn on

summer dresses; made of the plain and

fancy ribbons; Round-Up 98c; values at

One of the greatest Round-Up sales

our ribbon department has ever given-

our beautiful moire-plain and fancy

ribbons—from 6 to 8 in. wide—at 25 cents

Special line of taffeta ribbon, in all

A beautiful line of 54-inch embroidery

flouncing-both open and closed pat-

terns, with scalloped and hemstitched

edges; values at \$2.50; Round-Up price

Our entire stock of 35c corset cover embroid-y will be sold in the Round Up sale for 23c a

25% discount on our regular stock

A line of 27-inch embroidery flouncing, with values of \$2.00. Round Up special at 53c a yard.

Round-Up of Neckwear

Fancy jabots, values up to 65c each, special 45c each. Embroidery linen collars; the 65c values; spe-

Embroidery linen collars, the 35c values, spe-cial 25c.

values up to 65c, special 25c each

collars, chemisettes-including the

Irish cluny and valenciennes laces,

Chantilly and wash blonde pattern veils, in white, black, navy and brown, 25 per cent dis-

Windsor and four in hand ties in silk, all the leading shades, values 35c; special 25c each, Silk Kimonas

Ladies' short silk kimonas, made of the good quality of silk faced with satin ribbon; all pretty designs and colors; regular \$5.00 values at \$2.40.
Ladies' long silk kimonas, with pretty rose patterns and Persian patterns; well made; runs full width; faced in satin ribbon; regular \$7.75 values; sale price \$3.98.
Ladies' long kimonas, made of light lawn, good width; regular \$1.00 and \$1.25 values at 79c.

Infants Headwear

BONNETS AT 1/2 PRICE.

ALL OF OUR INFANTS' AND SMALL CHILDREN'S HATS AND

ALL OUR INFANTS' COATS AT 1/2

Wash blonde pattern veils, value \$1.50; spe-

Our entire stock of fancy jabots,

Dutch collars and fancy jabots,

80c yard.

of embroideries.

25% discount.

cial \$1.00 each.

colors, by bolt; Round-Up at 25c the bolt.

Embroideries Featured

Knit Underwear

Broken lines in children's knit vests; some with high neek; long and short sleeves; some lows neck, sleeveless; also broken lines in children's pants and drawers; 25e to 50e value; at 19c per

Children's fast black pants, special at

Children's Swiss ribbed union suits; low neck, sleeveless; knee lengths; drop seat; sizes 6, 9 and 12 years; extra value

Ladies' union suits, tucked stitch or the flat weave; tight or umbrella knee; lace trimmed; low neck; sleeveless; regular 65c value—at 49c.

Dainty Trimmings

On our select stock of garnitures and panels, including jet, gold and silver-25 per cent dis-Count.

The entire stock of dress trimmings, appliques, bandings and edgings—20 per cent dis-

SPECIAL LOT OF REMNANTS AND SHORT LENGTHS OF BRAIDS, VAULES \$1.00 TO \$1.50 A YARD—25C A YARD.

A line of colored bandkerchiefs, values 35c; special 23c.

Lace edge handkerchiefs, values to 35c; special 20c. Linen bandkershiefs, unlaundered, with dainty embroidered corner, special 10c each; 3

for 25c.
FANCY VEILING NETS USED AS DRAPES ON HATS, 40 INCHES WIDE, IN BLACK, NAVY, BROWN, PINK AND WHITE; \$1.50 TO \$2.00 A YARD—50 PER CENT DISCOUNT.

Initial bandkerchiefs, dainty and sheer, 50c values: special 35c.
Our entire stock of handkerchiefs, including Madeira hand embroidery and fancy embroidery effects; special—25 per cent discount.

Hemstitched handkerchiefs, all pure linen, regular 20c valuespecial 15c, 2 for 25c.

Fancy pillow top handkerchiefs, many new and pretty patterns special 5c each; 50c dozen.

Net Top Laces A full line of net top laces, in cream, ecru and white, from 3 to 9 inches in width; special, 25c a yard.
27 and 36 inch flouncings, in net plat val. and Chantilly in cream, ecru, white, or black, all new designs, 25 per cent discount during the Bound-Up sale.

Black Chantilly nets, 45 inches wide, 25 per cent discount
Val. all overs, 18 inches in width, in both
cream and white, values up to \$1.75. Round-Up
price 98c a yard

Val. Laces

French val. laces, medium widths, in both edgings and insertions, suitable for children's clothes and also for underwear, worth up to 45c bolt; Round-Up special, 20c bolt.

As the new fall styles show the continued use of gold cloth we have bought an early supply which we offer at the Round-Up price of \$1.50

Fancy black ruffs, 50% discount. Plain mull scarr's in sky, pink, gray and white, \$1.00 value; special 65c each.

All Summer Footwear

for Men, Women, Boys and Children

Must be sold this season. These prices will interest you. All new this season You will find many lines will be sold at less than cost.

Women's Oxfords

\$2.95—You may choose from over sixty styles new smart, snappy exfords. You will find I lenthers. You see exfords that sold for \$3.50 to \$5.00.
You will find all widths, "AA" to "EE," and all sizes—distinct styles that will appeal to

Women's White Canvas Oxfords and Pumps

\$2.45—The proper footwear this season with our summer dresses. They look cool and are

Women's High Cut Vacation Boots \$4.85—a 16-inch tan boot, a perfect fitter. \$5.85—Boots in tan, brown or gray buck—the best made.

Women's Oxfords and Pumps

\$3.45—With very few exceptions any pair of our \$5.00 and \$6.00 exfords, including all high grade makes, Wright & Peters, J. J. Latternan Shoe Co., H. B. Goodrich & Co., Murray Shoe Co., and many others.

Men's and Boys' Oxfords

\$2.95—Your choice of any of our boys' summer footwear, tans, calfskin and patents.
\$3.95—The best shoe made for men. They are regular \$5.00. All leathers, all lasts, all styles. Misses' and Children's Oxfords and Pumps

\$1.95—Your choice of many styles in all leathers. \$1.45—Bargain table of exfords in tan and black. \$2.35—All of our best grades that sell for \$2.50, \$3.00 and \$3.50. Particular attention is given to your chil-

Young Misses' Low Heel Oxfords and Pumps

Gloves Are a Strong Feature During the Round Up

Three lines are thrown into the sale regardless of value, irrespective of cost. They are fine gloves; made in the most improved way; selected material and careful workmanship; every pair is stylish.

12-button length lisle, black, white and gray; 75-cent values for 29 cents.

12 button suede, black only, sizes 514, 5 1-3; \$2.50 values for 75 cents.

12-button glace, all sizes, in black only; regular \$3.00 for 95c.

Art Department Specials

EMMERICH DOWN-Sofa custions; sizes from 12-inch to 28-inch; ten per cent discount. EMBROIDERY COTTONS - Gobelin cotton,

all colors. Regular 30c for 25c. NUN'S IDEAL COTTON in all colors-Reg-

STAMPED DOYLIES-These have embroid-

ered or fringed edges with conventional designs on the best linen. 75c and \$1.00 for 35c.

BABY PILLOWS These are white filet net with pink and blue lining, with pillow 12x18.

ADENA EMBROIDERED SOFA PILLOWS-

The shopping magnet points to this store. The first day's response is a tribute to our genuine lowered prices --- to the character of our merchandise.

Reith & Brien Company announces its

A big throng of women came to the store. Large numbers will come each day. They are coming because they believe they will save money; because they know that what they buy will be all right.

AND THE SAVINGS WILL BE CONSIDERABLE.

This is the Like men, vigorous because of the rich, red blood in their veins, this store does things in a large way. Note the Round Up Sale. It is big-because this week the prices of merchandise are way below the usual; because we fulfill our promises.

If an article be worth \$10.00 and we cut the price to \$5.00, it simply means that the end of the season has come and rather than carry the goods over, a price is made that will move them.

If you will consider a moment you will see that a large store MUST NOT LET ONE SEASON'S GOODS LAP OVER INTO ANOTHER SEASON. Were it done, old, shelf-worn goods would accumulate.

It is human nature to want fresh, new merchandise. No customer would knowingly buy the old. NO ABUSE AT THIS STORE.

"Sales" have become a science with us.

Round Up in Men's Furnishings

Genuine French balbriggan underwear, 75c, \$1 and \$1.25 per garment; special price, 65e.

Shirts, plaited; regular \$1.50 and \$1.75; sale price, \$1.20.

Shirts, cuffs detached; \$1.25, \$1.50 and \$2 values; for \$1.00. 300 pairs hose that sell for 35c to 50c;

round up price, 19c. Belts-Values up to \$1.25, for 65c. All suit cases and bags, Japanese hand bags, 33 1 3 per cent off—one-third less. Regular 50c and 75c neckties 35 cents, 3 for

Regular 50e and 75c neckties 35 cents, 3 for \$1.00
Slightly soiled plaited white shirts, \$1.75 for 95 cents. Size 16, 16½, 17, 17½.
Umbrellas and canes, 33.1-3 per cent discount. Madras, nainsook and percale pajamas and night robes, 33.1-3 per cent off.
White linen full dress ties, 15 cents for 5 cents: 6 for 25 cents.
Finest combed Egyptian yarn underwerr, 27 cents per garment
Shirts with collars and cuffs attached, 40 per cent reduction.
50 cents, initial linen handkerchiefs.
25 cents, initial linen handkerchiefs.
15 cents, initial linen handkerchiefs.

Millinery Is One of the Big Attractions of the Round Up

We have assembled the most desirable summer hats for this sale-and then shut our eyes to values-lowered the prices to a point that will delight every purchaser. One lot of trimmed hats-exquisite in style, richly trimmed-\$7.00 values for

\$1.25. One lot of trimmed hats-just as pretty as the heart can wish for-\$5.00 and

\$10.00 values for \$2.75. All models half price. This includes our most beautiful hats.

TRIMMED HATS—Fine white milans and hair hats, 20 per cent discount. Legborns, \$4.00 each; values \$10.00 and \$12.00.
All black hats at half price. All colored bats at half price.
One lot of flowers—the best flowers of the season—50c.
One lot of flowers 25c.
One lot of flowers 50c,
These are half prices.

All sailors half price. This reduction will prove a surprise, as sailors are in demand now.

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The Round-Up of Toilet Goods	The Round-Up of Little Notions
Mme. Vale's talcum powder	50c and 75c ladies' front pad supporters 25c 15c, 18c and 20c children's side supporters 10c
Squibh's talcum powder 10c Riveri's talcum powder 20c Talcolette talcum powder 25c Sozodout touth wash 15c	35c waist and hose supporters
Talcolette talcum powder	40c a vard fancy frilled supporter clastic 25c
Sozodont tooth wash	15c a yard plain elastic web, best quality 10c
Sampre Giovina 25c	10c and 12c strips liste clastic webbing 7c 35c strips fancy silk supporter elastic 20c
Ingram's milkweed cream, large size	15c curling from
Ricksecker's cold cream	15c curling irons
Mme. Yale's massage cream, large size75c Mme. Yale's skin cream, medium size \$1.20	25c trouser hangers nickel plated 125c
Mme Vale's skin cream, large size\$2.40	25c coat hangers, nickel plated121/ge
Mme Yale's bust cream medium size \$1.20	25c coat hangers, nickel plated 12½c 25c skirt hangers, nickel plated 12½c 35c spool holders, nickel plated 25c
Mme, Yale's bust cream, large size \$2.40 Mmel Yale's almond blossom, large size 856	35c hat pin holders, nickel plated
Peroxide vanishing cream, large size	25c skirl markers, nickel plated
American Beauty massage cream, targe size.	10c a yard ferry braids, all colors
Deodorant crenn 20e Eversweet deodorant cream, large 40c	15c and 20c bolt of terry braid, 6 vards, all
Eversweet deederant cream, small20c	
12v14 Turknit wash cloths	15c bolt wool skirt braid, all colors 5c 5c spool best 6-cord cotton, 200 yards 3c
Mme. Yale's hair tonic, medium size40c Mme. Yale's hair tonic, large size75e	21/2c spool best durning cotton, 45 yards Ic
Mme, Vale's Fruiteura spring tonic	5c card collar supporters, all sizes
Mme. Vale's blood tonie	5c paper pins, needle points
Mme. Yale's hair tonic, large size. 75c Mme. Yale's Fruiteura spring tonic. 75c Mme. Yale's blood tonic. 75c Mme. Yale's listerine, small size. 15c Mme. Yale's listerine, large size. 75c Mme. Yale's face powders. 35c Dora face powder. 50c Loc face channos. 10c	10c paper safety pins, best mickel plate, all
Mme Vale's face powders35c	sizes Be
Dora face powder	sizes 5c 5c paper safety pins, good quality 2c 10c book of toilet pins, 100 count, all sizes 5c
15c face chamois	10e cabinet of wire hair pins, assorted sizes 5e
75c an oz imported pertumes	15c cabinet of wire hair pins, assorted sizes 10c
61 00 imported confirmer	5c cabinet of invisible wire hair pins, 4 sizes, 4c 10c pin cushions
\$1.00 toilet waters	10c linen tape measures
letto	21gc ironing wax lc
Violet ammonia	15c elastic skirt waist and skirt supporter 10c 15c nickel plated waist extender 10c
25c Carton toilet paper, 2 rolls	\$4.25 a dozen linen buttons for linen suits\$1.00
\(\) \(\)	15e a dozen shirt waist buttons
at 50 and \$2.00 bair brushes \$1.00	10e shirt buttons, dozen on card 5e
Mar and and she shriller brushes	5e bolt of Dutch lines tape, all sizes 2c
Abe and bue hard rubber dressing combs 200	20c box of cotton tape, assorted sizes to box. 10c 10c bolt of cotton tape, all widths 5c
60c and 75c hard rubber dressing combs 50c 2-quart fountain syringe, sold elsewhere for	25ge bolt of cotton tape, all widths le
S2 UO: OUR DRICE S1. (D) Sale Drice \$1.50	15e bolt of extra fine bias lawn10e
Porto Rico bay rum	15c pair of exford laces, black or brown 5c 10c a dozen shoe laces, all lengths 5c
Dears' scented soan a box of 3 cakes 400	10c a dozen shoe laces, all lengths 5c 5c a dozen snap fasteners, black or white, 3c
Olde English glycerine soap, 1 doz cakes50c	60c a dozen marking initials 5c 25c card West's electric hair curlers, 5 on
	eard
cakes	card 20e \$1.00 hair braids, all colors
Mme. Yale's soap, a box of 3 cakes 50c Roger & Gallet violet soap, a box of 3 cakes 50c	50c hair turbans
Roger & Gallet violet soap, a box of 3 cakes. ,50c	
\$1.50 and \$2.00 bars of genuine Spanish	The Round-Up of Jewelry
Roger & Gallet violet soap, a box of 3 cakes . 50c Hudnut's violet soap, a box of 3 cakes . 50c \$1.50 and \$2.00 bars of genuine Spanish castile soap for . \$1.00 Williams' shaving soap . 3c 25c nail files	75c and \$1.00 hat pins
Williams' snaving soap	25c and 15c hat pins
Wanous shampoo bag	25c and 15c hat pins 10c 25c pair of waist and collar pins 15c 35c waist pin sets 25c 50c collar pins 25c
10c and 15c Colgate's flavoring extracts 5c	35e waist pin sets
\$1.00 pair of rubber gloves	75c and \$1.00 belt pips and buckles50c
\$1.50 traveling companion	35c belt pins and buckles
25c bottle of peroxide of hydrogen, H.2, O.2, Y. S. P., 4-ounce size	75e and \$1.00 cuff links
OUR ENTIRE STOCK OF HEMAN HAIR	75c and \$1.00 belt pips and buckles 50c 35c belt pips and buckles 25c 50c cuff links 25c 75c and \$1.00 cuff links 50c \$1.25 and \$1.50 cuff links 75c

35c belt pins and buckles 25c 50e cuff links 25e 75e and \$1.00 cuff links 50e \$1.25 and \$1.50 cuff links 75e 50e and 75c plain shell lair pins 25u \$1.50 imported waist pin sets 75e \$1.00 imported waist pin sets 50e \$1.00 imported La Valieres 50e

\$7.95-Hand sewed ladies' real seal hand

The Round-Up of Leather

Goods

These are oblong, hand embroidered, with real Turkish wool, in beautiful shades of green, brown and blue. Regular \$2.25 for 95c. TINTED SOFA CUSHIONS—A splendid assortment of tinted pillow tops and backs, in floral and conventional designs. Regular 75c

Hand embroidered sofa cushions and scarfs half price.

LAUNDRY BAGS-If you need a laundry bag now is the time to get it; flowered cretons and denim. Regular 50c for 25c. PILLOW CORDS—Hand crochet girdles in all the new shades. Regular \$1.25 for 65c. PYROGRAPHY-Lessons free on Saturday

One lot of white basswood panels, trays, frames, etc. This sale half price.

TABOURETTES Stamped in conventional and floral designs. Regular \$2.25 for \$1.50. HAIR RECEIVERS and powder boxes— Glass and wood on stand of wood. Regular 60c for 45c. PRUIT AND NUT BOWLS-Regular 65c for

Hosiery at Lowered Prices

Ludies' plain black liste, fancy colors, in calawba, green, brown, red, white, Nile and navy; black and colored embroidery; all kinds of lace hose and polka dots; regular 50c and 75c value; 3 pairs for \$1.00. Children's plain black, pink, tan, red and light blue, the cleaning up of the summer broken lines; regular 25c and 35c values at 19c.

Children's Dresses

Small children's dresses, made of pretty de Small children's dresses, made of pretty design in colored materials, ages from 1 year to 6 years, regular 75c values at 39c.
Children's colored or white French dresses, plaited or mother hubbard styles; 1 year to 6 years; regular \$1.25, \$1.50 to \$1.75 values at 98c.
Children's colored or white dresses, in all the new styles: ages 1 year to 6 years; regular \$1.95 to \$2.50; Round-Up sale \$1.59. Main floor.

The Round-Up of Candies

OUR ENTIRE STOCK OF HUMAN HAIR GOODS, INCLUDING OUR BEAUTIFUL ASSORTMENT OF THREE STRAND SWITCHES,

The Round-Up of Belts 75e fancy clastic belts, made with imported